

**METROPOLITAN WASHINGTON COUNCIL OF GOVERNMENTS
777 North Capitol St., N.E.
Washington, DC 20002-4290**

**RESOLUTION AUTHORIZING THE EXECUTIVE DIRECTOR TO ENTER INTO A CONTRACT WITH
A CONSULTING FIRM TO PROVIDE A SUSTAINABILITY OUTREACH PROGRAM TO RESIDENTS
IN THE NATIONAL CAPITAL REGION**

WHEREAS, under Resolution R60-08, the Metropolitan Washington Council of Governments (COG) adopted the National Capital Region Climate Change Report that highlights the need for a regional public education campaign to promote individual actions; and

WHEREAS, the Climate Energy Environment Policy Committee (CEEPC) adopted a 2012 Climate Action Plan that places a priority on developing a regional public education campaign; and

WHEREAS, CEEPC endorses the development of a sustainability outreach program that will motivate residents to take sustainable, green living actions at home and be rewarded through competitive drawings and contests; and

WHEREAS, program branding/logo, a marketing plan and social media is critical to the program for participants to enter contests/drawings and learn how to take action to be more sustainable in the areas of energy, water use, waste reduction/recycling, food, transportation, and other categories.

**NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF DIRECTORS OF THE
METROPOLITAN WASHINGTON COUNCIL OF GOVERNMENTS THAT:**

The Executive Director, or his designee, is authorized to contract with a consulting firm to develop program branding/logo, a marketing plan and social media platform for the sustainability outreach program in an amount not to exceed \$30,000. Funding for the project will be provided through already-budgeted environmental program funds.